

WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS
PATENT OF THE UNITED STATES IS:

1. A packaging unit having a space for holding an article containing a cosmetic product, the packaging unit further comprising:

at least one portion configured such that, when seen in a first direction, at least a part of the article can be seen and, when seen in a second direction different from the first, a first decorative motif can be seen;

wherein the at least one portion comprises at least one first transparent element, allowing for the viewing of the article, and at least one second element having the first motif associated therewith, and wherein the first and second elements extend in different planes.

2. A packaging unit according to claim 1, wherein the portion is configured such that, in a third direction of observation distinct from the first and second, a second decorative motif can be seen, and wherein said second decorative motif is one of identical to the first and different from the first.

3. A packaging unit according to claim 2, wherein the second element is in the shape of a strip.

4. A packaging unit according to claim 1, wherein the second element is in the shape of a strip.

5. A packaging unit according to claim 4, wherein the second element includes a plurality of strips arranged parallel to one another.

6. A packaging unit according to claim 5, wherein the first transparent element is made of one of a transparent material and an opening.

7. A packaging unit according to claim 1, wherein the first transparent element is made of one of a transparent material and an opening.

8. A packaging unit according to claim 1, wherein the at least one portion comprises an insert formed from a sheet folded into a plurality of sections, and wherein at least some of said plurality of sections form said at least one second element.

9. A packaging unit according to claim 8, wherein some sections of said plurality of sections, other than sections forming said at least one second element, form said at least one first transparent element.

10. A packaging unit according to claim 1, wherein the at least one portion comprises an insert formed by one of extrusion of a thermoplastic material and molding from a single piece of a thermoplastic material.

11. A packaging unit according to claim 1, wherein said at least one portion comprises an insert formed by one of injection molding and thermoforming.

12. A packaging unit according to claim 1, wherein said packaging unit is in the form of a box.

13. A packaging unit according to claim 1, further including an article containing a cosmetic product, and wherein said article is disposed in said space.

14. A packaging unit according to claim 1, wherein said at least one second element includes first and second surfaces, and wherein said first decorative motif is associated with said first surface, and further wherein a second decorative motif is associated with said second surface.

15. A packaging unit according to claim 1, wherein said at least one second element includes a plurality of strips, and wherein said first motif is distributed over said plurality of strips such that said plurality of strips have a portion of said first motif associated therewith.

16. A packaging unit according to claim 15, wherein said plurality of strips each include a first surface and a second surface, and wherein said first motif is associated with said first surfaces, the packaging unit further including a second motif associated with said second surface.

17. A packaging unit according to claim 1, wherein said at least one second element further includes a second motif associated therewith and which can be seen from a third direction different from said first direction and said second direction, and

wherein said first motif is not seen from said third direction, and further wherein said second motif is not seen from second direction.

18. A packaging unit as recited in claim 17, further including an article containing a cosmetic disposed in said space.

19. A packaging unit as recited in claim 18, wherein said article is a perfume container.

20. A packaging unit according to claim 1, further including at least one third transparent element, and wherein said at least one second element is disposed between said at least one first transparent element and said at least one third transparent element.

21. A packaging unit having a space suitable for containing an article, the packaging unit further comprising:

at least one portion which, viewed from a first direction, is configured to allow viewing of at least a part of the article and, viewed from a second direction different from the first, is configured to allow for a first motif to be seen,

wherein the at least one portion comprises at least one first element, made of transparent material, allowing for the viewing of the article, and at least one second element having the first motif associated therewith, the two elements extending in different planes.

22. A packaging unit according to claim 21, further including an article containing a cosmetic product disposed in said space.

23. A packaging unit according to claim 22, wherein said article is a perfume container.

24. A packaging unit according to claim 21, wherein said at least one portion is further configured such that, viewed from a third direction different from the first or second direction, a second motif is seen.

25. A packaging unit according to claim 21, wherein said at least one portion further includes at least one third element formed of a transparent material, and wherein said at least one second element is disposed between said at least one first element and said at least one third element.

26. A packaging unit having a space for holding an article, the packaging unit further comprising:

at least one first element, said at least one first element including one of an opening and a transparent material, such that the article can be viewed through said first element in a first direction;

at least one second element, said at least one second element including a first surface having at least a portion of a first motif associated therewith, and wherein said first surface extends at an angle with respect to said at least one first element such that said first surface can be viewed in a second direction distinct from said first direction.

27. A packaging unit according to claim 26, wherein a plurality of said first surfaces are provided which are spaced from one another, and wherein said first motif is distributed over said plurality of first surfaces.

28. A packaging unit according to claim 27, wherein a view from said first direction is at least predominantly of said article and a view from said second direction is at least predominantly of said first surfaces to view said first motif.

29. A packaging according to claim 28, wherein said at least one second element includes a second surface having at least a portion of a second motif associated therewith, and wherein said second surface extends at an angle with respect to said at least one first element such that said second surface can be viewed in a third direction distinct from said first direction and distinct from said second direction.

30. A packaging unit according to claim 29, wherein a plurality of said second surfaces are provided which are spaced from one another, and wherein said second motif is distributed over said plurality of second surfaces.

31. A packaging unit according to claim 30, wherein a view from said third direction is at least predominantly of said second motif.

32. A packaging unit according to claim 31, wherein said first motif is not seen from said third direction and said second motif is not seen from said second direction.

33. A packaging according to claim 26, wherein said at least one second element includes a second surface having at least a portion of a second motif associated therewith, and wherein said second surface extends at an angle with respect to said at least one first element such that said second surface can be viewed in a third direction distinct from said first direction and distinct from said second direction.